

Per St Museum of Nature and Science

# IMPACT REPORT 2022 October 1, 2021 - September 30, 2022

# FY2022 SNAPSHOT











FIELD TRIP ATTENDEES



29,628 ATTENDEES AT OFF-SITE OUTREACH PROGRAMS











42,579 WHYNAUTS PARTICIPANTS



22,744 MEMBER HOUSEHOLDS



7,636 COMMUNITY PARTNERS MEMBER HOUSEHOLDS



31,147 \$1 COMMUNITY PARTNERS TICKETS



\$1,491,032 FINANCIAL AID AWARDED









# **DEAR FRIENDS,**

Ten years ago, the Perot Museum of Nature and Science opened its doors to the public and embarked on a journey that would see it become one of the most visited and beloved destinations in North Texas. Through our in-person museum experience, online and digital engagement, and extensive community outreach programs, the Perot Museum has had the privilege of inspiring over 10 million minds.

To celebrate this momentous milestone in 2022, the Perot Museum created a series of ten community-based experiences designed to amplify our belief that STEM is for everyone, everywhere. As one example, with the help of our community partner organizations, for the first time in our ten-year history, we were able to take our summer Discovery Camps on the road and offer free pop-up STEM camps in traditionally underserved neighborhoods. We also partnered with DISD to do an all-day takeover of Solar Preparatory School for Girls, helping to dispel the long-held myth that STEM career opportunities are only reserved for boys.

As you'll read about in more detail in this year's report, the Perot Museum is driven to discover new and innovative ways to reach and inspire audiences that may not have had the opportunity or means to visit us yet, or that believe STEM is not relevant to them and their futures (hint: it is!). From a revamped Speed Wall that features both Super Bowl MVP Patrick Mahomes and Paralympian Élodie Tessier, to UT Southwestern pediatric residents "prescribing the Perot," to a week of free TECH Truck activities in Klyde Warren Park during spring break, the Perot Museum is dedicated to ensuring no one gets left behind or left out. It's so important that it's worth repeating: STEM is for everyone, everywhere.

It's been a wonderful ten years, and we couldn't have done it without the support of our members, our community, our City, our staff and volunteers, and people like you who share our vision and commitment to STEM. But to borrow a famous line, we're just getting started. The Perot Museum is always listening, always learning, and always evolving. As a result, the next several years will see us double down on our commitment to our community, executing a bold and ambitious plan that will dramatically expand our reach and deepen our impact. The future, much like the minds we seek to inspire, is full of limitless possibilities that can empower our community and fuel the next generation of problem-solvers and game-changers. We can't wait.

DR. LINDA SILVER Eugene McDermott Chief Executive Officer

DAVID CORRIGAN 2022 Chair, Board of Directors

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# 10 VEARS OF WONDER

iscal Year 2022 (FY2022) marked the completion of the first remarkable decade of the Perot Museum of Nature and Science – 10 years of inspiring minds to ask more questions, make more discoveries, and experience science and nature in extraordinary ways.

Throughout the year, we celebrated this special milestone with 10 key community impact initiatives to recognize the critical science, technology, engineering, and math pillars that have become synonymous with the Perot Museum since its opening in 2012. Having inspired more than 10 million minds since our inception, we continue to build on our mission as we deliver STEM learning experiences to all communities, both in the Museum and beyond its walls.

Just like our visitors, we, too, have learned a lot in the past 10 years, and we are using that knowledge to create learning opportunities that reach a wider audience and achieve more meaningful outcomes. Through constructive dialogue with our community, we have identified critical needs that the Perot Museum is well equipped to meet, and in response, have made great strides to increase access to Museum experiences and activities, advocate for greater STEM support in our schools, and better serve new audiences and visitors. The need for informal STEM learning experiences is greater than ever, and the Perot Museum stands ready to deliver.



## BITSBOX

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# STEM EVERYWHER

hroughout FY2O22, our primary focus was on increasing community connection by expanding educational services and partnerships with communities currently underrepresented in the Museum's visitorship. We are committed to the idea that museums are for everyone while recognizing that visitor engagement hasn't fully mirrored our community in the past. Examining this disparity revealed several reasons: transportation challenges, admission cost barriers, and the fact that people unfamiliar with museums often feel uncomfortable or unwelcome. We are dedicated to removing each and every one of these barriers with opportunities like expanding off-site outreach, improving on-site inclusivity, and providing additional financial aid to ensure that cost is never a reason to miss out on visiting the Museum.



# **PRESCRIBE THE PEROT**

Our first-of-its-kind partnership with UT Southwestern Medical Center connected pediatric patients with free annual memberships to the Museum. Recognizing that an active, healthy, inspired mind is important to the health and well-being of patients and their families, Prescribe the Perot empowers pediatric residents to "prescribe" memberships to new audiences in need of a dose of STEM. Giving these families the opportunity to experience the Museum helps carry our mission forward in a new and exciting way.



## DISCOVERY CAMP ON THE ROAD

STEM isn't just found within the walls of the Museum. This year, in partnership with Children's Health, we brought our summer Discovery Camp out into the community to places like Cityscape Schools and For Oak Cliff. Our fleet of TECH Trucks, fully outfitted mobile maker spaces, hosted free pop-up Discovery Camps that connected children with engaging STEM experiences from which they could adopt new skills, explore careers, and use cutting-edge technology. We want all children in North Texas to know that STEM career opportunities exist for them.



# **PEROT IN THE PARK**

Our friendly neighbors at Klyde Warren Park also marked their 10th anniversary last year, and over spring break, we celebrated together. Continuing our efforts to bring free, accessible STEM learning to students outside of the classroom, our TECH Trucks provided Perot in the Park. Kids and adults from across Dallas engaged in free, hands-on, STEM-themed activities throughout the week. In recognition of National Pi Day, children from Catholic Charities of Dallas participated in dynamic math and science projects including 3D printing, building and designing derby cars with LEGOs, and exploring the concept of pi.

# CHANGE STARTS HERE



hough our region has a thriving STEM industry projected to grow faster in the coming years than any other place in the country, regional test scores indicate our students are not fully prepared to realize the opportunities ahead. Exposure to hands-on STEM education and informal learning experiences are essential stepping stones needed to access the workforce opportunities of the future. As a trusted bridge-builder between formal and informal science education, the Perot Museum is uniquely positioned to fill these critical education gaps. Further, to keep Dallas as a leading destination for global STEM company relocations, we have a responsibility to build a pipeline of educated vouth interested in STEM careers. It is especially important for historically under-resourced communities in North Texas to have access to the transformative STEM career paths.

## A GAME-CHANGING FIELD TRIP

Students from Dallas ISD's Sarah Zumwalt Middle School visited the Perot Museum for a field trip last April with some very special guests – our 10th-Anniversary co-chairs Jessica and Dirk Nowitzki. The Museum's TECH Trucks demonstrated how we bring innovative learning activities into communities to provide access to STEM for everyone. The Nowitzkis joined students in three basketball-themed activities: designing high-performing athletic shoes, constructing a mini pop-a-shot game, and building a mechanical mini-basketball launcher to shoot three-pointers on a scaled-down court. The couple's encouraging presence showed students that with education, anything is possible.





## LEADING ADVOCACY

STEM-related jobs in Texas are growing at a rate that is two times greater than the national average, yet many companies report local labor shortages. The need to support STEM learning is urgent, and to advocate for this support, we hosted a roundtable breakfast for 50 community leaders, moderated by Katrice Hardy, executive editor of *The Dallas Morning News*. This group agreed on the following key priorities for devoting greater resources to STEM education:

• **Communication and Family:** STEM education and exposure involve not only children, but also their families.

• Exposure and Access: Removing barriers like access to transportation is pivotal to increased exposure to STEM experiences. Expanding digital resources will also make a difference in exposing all youth to STEM opportunities. We need STEM everywhere - both online and within communities that have had historically restricted access.

• Supporting Schools: As educators recover from the pandemic, resources are critical; however, informal STEM education outside of school is also essential.

• **Community:** This meeting was a successful first step in increased collaboration and the ability to leverage the resources we already have that are often overlooked or underutilized. We plan to continue the conversation.

## STEM EXTRAVAGANZA

The next generation of STEM innovators will include more women and girls than ever before - this was the focus of our STEM Extravaganza in the fall of 2022 when the Perot Museum took over Solar Preparatory School for Girls. The day was filled with exciting STEM experiments and activities, including a special instructor, Women's NCAA Basketball Champion Arike Ogunbowale of the WNBA's Dallas Wings, who demonstrated how STEM principles apply to basketball. This extravaganza engaged the school's 750 students in partnership with volunteers from 23 North Texas companies, demonstrating that girls belong in any field - whether it be science, math, or sports.

## gropries at er.con

OPENINC DOORS

o activate the Museum in the most welcoming way, we are tapping into its potential like never before. Our entire 7.5-acre campus represents a powerful opportunity to integrate the Museum into the fabric of the rapidly growing Victory Park neighborhood. We are creatively using this space to provide new interactions and experiences for our visitors, and have even bigger plans to reshape and extend the ways visitors can access and engage with the Museum.

# 10 MILLION MINDS INSPIRED

10 years and over 10 million minds inspired ... this milestone could only be celebrated one way - with a free, all-access, familyfriendly birthday party. Our year full of celebrations culminated in a special event dubbed "A Celebration of 10 Million Minds Inspired." Almost 7,000 community members enjoyed activities across the entire Museum campus, including ice skating, outdoor fun, live music, designing birthday hats, creating circuit birthday cards, learning from UT Southwestern's pediatric residents at a teddy bear clinic, and more. Each attendee celebrated with free birthday cupcakes from Kroger. This event celebrated not only the impact the Museum has had on the community, but also the impact this community has had on us.



#### **10<sup>TH</sup> ANNIVERSARY CHAIRS**

Jessica and Dirk Nowitzki

### **10<sup>TH</sup> ANNIVERSARY HONORARY CHAIRS**

Lyda Hill

The Hoglund Family Sally and Forrest Hoglund Kelly Compton and DeWitt McCarter Shelly and Michael Dee Kristy Robinson

> The Perot Family Margot Perot Suzanne and Patrick McGee Nancy Perot and Rod Jones Sarah and Ross Perot, Jr. Carolyn and Karl Rathjen Katherine and Eric Reeves

Jan and Trevor Rees-Jones

#### A CELEBRATION OF 10 MILLION MINDS INSPIRED COMMITEE

Forrest Compton Laura Lee Compton Christopher Dee David Dee Matthew Dee Kate Flanagan Meredith and Robert Garvey Cameron McGee Eliza and William McGee Margot McGee Mattie and Patrick McGee Rachel and Angus Mitchell Ben Mulford Clayton Mulford Price Mulford Tori and Ross Mulford Hill Perot Hunter Perot Sarah Catherine Perot Henry Rathjen Jenny and Trevor Rees-Jones Margaret and David Rees-Jones Stuart Reeves Bennett Robinson Tori Robinson Tucker Robinson

# VISIOR EXPERIENCE

ecognizing that first-time experiences are profoundly important, we are dedicated to better serving our visitors and making the Museum more welcoming to diverse audiences.



# **A PLACE FOR EVERYONE**

As we race toward the future, we are bringing everyone with us. Our efforts to mirror our region's beautifully diverse community were highlighted in the unveiling of the revamped Speed Wall in the Lamar Hunt Family Sports Hall. The Speed Wall gives visitors the chance to test their speed against several champion athletes, now including Kansas City Chiefs Quarterback Patrick Mahomes, WNBA Guard Moriah Jefferson, FC Dallas Midfielder Paxton Pomykal, Olympic Sprinter Ronnie Baker Jr., Paralympian Élodie Tessier, and cross country champion runner Natalie Cook. We want every visitor to be able to see themselves represented and know they, too, can accomplish great things.



## **BECOMING JANE**

If you can see it, you can be it – that was our motivation to present Becoming Jane: The Evolution of Dr. Jane Goodall, to the North Texas community. A woman ahead of her time, Dr. Goodall's story – one of fearless determination, curiosity, the pursuit of knowledge, and a passionate love of the natural world – has resonated with generations of people around the globe. The exhibit explored Dr. Goodall's life, including growing up in a relatively poor family and fighting for her passion in a male-dominated scientific field. To celebrate this role model, students from Hamilton Park Pacesetter Magnet School came to the Museum for a special preview of the exhibit that featured a live Q&A with Dr. Goodall herself. Dr. Goodall's unprecedented accomplishments and bold tenacity impacted visitors of all backgrounds.



# **NIGHT AT THE MUSEUM**

Our annual Night at the Museum is the time we truly get to celebrate our accomplishments together. Our 10th Anniversary Night at the Museum was no exception, with fun entertainment, delicious food, and interactive STEM-inspired activities. With the leadership of our co-chairs Jessica and Dirk Nowitzki, we exceeded our anniversary goal, raising \$14 million to continue inspiring minds and sparking curiosity for decades to come.

# EVERYDAY DISCOVERY

ur paleontologists continue exciting scientific work inside and beyond the Museum's walls. At the Paleo Lab on our 4th floor, visitors get an insider's look at live research and fossil preparation. In the field, Perot Museum scientists connect the past to the present by solving some of the mysteries of Earth's history with new discoveries.

When a local hiker discovered a prehistoric vertebra near the North Sulphur River one afternoon last spring, our paleontologists identified and unearthed the Late Cretaceous creature. The fossils belonged to a mosasaur, a 30-foot swimming lizard that was a top predator in once-underwater North Texas. Perot Museum experts, in partnership with the Upper Trinity Regional Water District, unearthed several mosasaur bones in a delicate excavation process. The extraction also revealed more mosasaur skeletons in the same area. They will now compare the bones to other skeletons to see how the animal evolved over time. The fossils also present an exceptional opportunity to reveal more about what life was like in our region 80 million years ago.

## BRINGING THE PAST TO THE PRESENT

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Visitors can now step into the shoes of a paleontologist at the Museum through an augmented reality experience, developed in partnership with Ericsson. The immersive Fossil Hunt mobile app guides visitors through a prehistoric mystery, allowing anyone with a phone or tablet to become an explorer. This is an especially exciting feature for our young visitors. By putting scientific discovery in the hands of every student, we hope to spark a lifelong love of STEM.

# THE SHAPE OF MATTER

he works of internationally renowned jewelry designer Paula Crevoshay have captivated hearts for decades, from jewelry connoisseurs to celebrities and amateur gem buffs. Our exhibition of Crevoshay's works in FY2022 provided an innovative look at how nature and art intersect. The Shape of Matter - Through An Artist's Eve included 70 pieces alongside loose gems and minerals, all displayed within their respective crystal systems. On view in the Lyda Hill Gems and Minerals Hall, the exhibit included the Museum debut of Sea Star (spinel, sapphire, ruby, and amethyst). The mesmerizing beauty of the jewelry and gems was presented within their scientific context - adding an educational laver of appreciation for visitors.



# ENVISIONING OUR FUTURE

ur reflection on 10 years of bringing science, nature, and wonder to the North Texas community concludes by looking at what the next decade might bring. The Museum's first decade was focused on launching and building a world-class, prominent civic institution that has become North Texas's premier STEM-learning provider. Going forward, the Museum's next decade will be defined by expanding access and growing impact beyond our walls to share resources and inspiration throughout North Texas. We have listened to our community's needs and seen how the population has and will continue to change. Because of this ongoing learning, our top priorities are increasing accessibility through our programs; deeply and responsively connecting to under-served populations; and making the Perot Museum experience more welcoming, inspiring, and impactful for all.

# FINANCIALS

### **STATEMENT OF FINANCIAL POSITION** AS OF 9/30/2022

### **ASSETS**

Cash and Cash Equivalents	
Investments Accounts Receivable	
Contributions Receivable, Net	
Prepaid Expenses	
Property and Equipment, Net of Depreciation	\$110,221,614
Total Assets	\$176,443,985

## LIABILITIES AND NET ASSETS

Accounts Payable and Accrued Expenses	\$2,583,860
Unearned Revenues	\$785,120
Total Liabilities	\$3,368,980

### **NET ASSETS**

Without Donor Restrictions	
Total Net Assets	
Total Liabilities and Net Assets	\$176,443,985

ENDOWMENT	\$26,312,054
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## **STATEMENT OF ACTIVITIES** AS OF 9/30/2022

### **EARNED REVENUES**

Total Earned Revenues \$13,431,722	50.5%
Ancillary \$3,110,294	12%
Education Program Fees\$862,999	
Membership\$562,260	2%
Theater\$863,979	3%
Admission Fees	30%

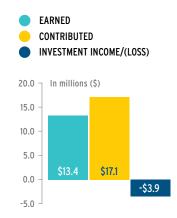
### **CONTRIBUTED REVENUES**

Gifts and Grants City of Dallas In-Kind Special Events	\$781,589 \$75,727	54% 3% 0% 7%
Total Contributed Revenues		64.3%
Investment Income/(Loss)	\$3,945,887	-14.85%
Total Revenues and Support	\$26,571,425	100%

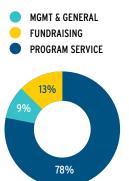
### **EXPENSES**

Facilities	\$6,065,801	31%
General and Administration	\$1,674,714	9%
Fundraising	\$2,575,949	13%
Exhibitions	\$3,786,881	19%
Education	\$4,222,430	22%
Scientific Activities	\$1,032,574	5%
Theater Operations	\$267,153	1%
Total Expenses	\$19,625,502	100%
Depreciation/Amortization	\$8,716,582	
Change in Net Assets	-\$1,770,659	

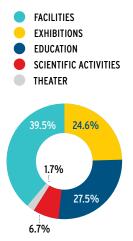
### **REVENUES**



### **FUNCTIONAL EXPENSES**



### **PROGRAM SERVICES**



# THANK YOU TO OUR DONORS

We gratefully recognize our generous supporters, who invested in our mission to inspire minds through nature and science and contributed over \$1,000 as part of our 10th Anniversary Celebration (October 1, 2021 - December 31, 2022).

#### \$500,000 AND ABOVE

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